

I. IDENTIFICATION DATA

Thesis title:	Development of a business plan for the opening of a clothing brand in Prague
Author's name:	Natalia Popova
Type of thesis :	master
Faculty/Institute:	Masaryk Institute of Advanced Studies (MIAS)
Department:	Institute of Management Studies
Thesis reviewer:	Doc. Ing. Marek Jemala, PhD.
Reviewer's department:	Institute of Economic Studies

II. EVALUATION OF INDIVIDUAL CRITERIA

Assignment	challenging
<i>How demanding was the assigned project?</i>	
The assignment of the final thesis is suitably formulated for this type of research and the design of a business plan for a new brand.	

Fulfilment of assignment	fulfilled
<i>How well does the thesis fulfil the assigned task? Have the primary goals been achieved? Which assigned tasks have been incompletely covered, and which parts of the thesis are overextended? Justify your answer.</i>	
The submitted work meets the set assignment, and the planned goal. It is such an input into the formulation of brand development strategies and related innovation projects.	

Methodology	correct
<i>Comment on the correctness of the approach and/or the solution methods.</i>	
The procedure and methods of solving the work are correct. However, it is necessary to formulate a certain benchmark in the theoretical part. What are the specifics of business plans in this industry? This information is then used to compare the results of the proposed processes and plan recommendations for management.	

Technical level	A - excellent.
<i>Is the thesis technically sound? How well did the student employ expertise in the field of his/her field of study? Does the student explain clearly what he/she has done?</i>	
The professional level of the diploma thesis is adequately linked to the content of the study program Innovation Project Management. The data got from the analysis are appropriate and logically formulated and evaluated. One can positively evaluate certain scenarios of financial results that are needed when establishing a new brand.	

Formal and language level, scope of thesis	A - excellent.
<i>Are formalisms and notations used properly? Is the thesis organized in a logical way? Is the thesis sufficiently extensive? Is the thesis well-presented? Is the language clear and understandable? Is the English satisfactory?</i>	
Formal adjustment of the thesis is appropriate, as well as the language level. The images are reasonably visible. The scope of work is acceptable. The text is easy to read.	

Selection of sources, citation correctness	B - very good.
<i>Does the thesis make adequate reference to earlier work on the topic? Was the selection of sources adequate? Is the student's original work clearly distinguished from earlier work in the field? Do the bibliographic citations meet the standards?</i>	
The literature used is appropriate. However, I would suggest formulating a research method for the theoretical part as well. Compare different authors, and different companies, as already mentioned. Correct citations are missing somewhere.	

Additional commentary and evaluation (optional)

Comment on the overall quality of the thesis, its novelty and its impact on the field, its strengths and weaknesses, the utility of the solution that is presented, the theoretical/formal level, the student's skillfulness, etc.

No

III. OVERALL EVALUATION, QUESTIONS FOR THE PRESENTATION AND DEFENSE OF THE THESIS, SUGGESTED GRADE

The trademark or brand name includes the use of the company's assets to create an appropriate identification and perception of the products and services by the company's internal and external stakeholders. Marketing management currently builds on appropriate innovation and brand management and must include systematic marketing research. The ideal business identity, especially in the field of fashion, enables an optimal sustainable position of the company in the market. The multidisciplinary approach in this type of innovation project emphasizes informal communication with stakeholders and the use of interdisciplinary knowledge. This perspective argues that corporate brand design management should be a priority in areas where there is greater competition and a higher perception of quality and brand to customers. Formulating a business plan is just an input for attracting investment, brand management, and innovative projects of the company. However, the diploma thesis shows interesting possibilities and future requirements for the success of this company, so I recommend accepting it for defense within the study program Innovation Project Management.

The grade that I award for the thesis is **A - excellent**.

Date: **30.5.2022**

Signature:

